

CLIENT Coca-Cola

INDUSTRY Food and beverages

COUNTRY/REGION Spain



Coca-Cola tastes success with Microsoft

Coca-Cola had a thirst for online advertising. The web has proved to be a recipe for success for leading global brands that want to engage with audiences worldwide. In Spain, Coca-Cola delivered a dynamic campaign called "Take the Street" that grabbed the attention of viewers. The campaign was a great opportunity to show how online advertising packs a punch when it comes to boosting brand metrics.

REQUIREMENT Measure the impact of Microsoft® products for branding campaigns

TARGET AUDIENCE 13 to 22-year-olds

PRODUCTS USED Windows Live™ Messenger, Windows Live Hotmail®, Windows Live Spaces

SOLUTION Research methodology to study the effects of the "Take the Street" advertising campaign

KEY RESULTS Online advertising is a fundamental part of Coca-Cola's media planning and Microsoft is key to boosting brand awareness

Client objectives

- Boost brand awareness
- Increase message association and advertising recall

Creative solution

The "Take the Street" campaign in Spain encouraged people to cool off during the scorching summer months by drinking a can of Coca-Cola outdoors. Campaign ads ran across the Microsoft® Advertising and an online competition offered iPods to the lucky winners. During the campaign, Microsoft Advertising and MetrixLab measured the effectiveness of the campaign by individual products, as well as the effects of combined services.

The results compared respondents who saw the campaign on one of Windows Live Messenger, Windows Live Hotmail, or Windows

Live Spaces placements, with those exposed to combinations of all three.

Campaign results

Overall, the study showed participants rated the campaign highly, with 52 percent of respondents saying they found the ads original, and 35 percent liking the creativity. The research also showed that the campaign:

- Increased spontaneous recall by 2 percentage points
- Positively shifted top of mind by 2 percentage points
- Boosted message association by 5 percentage points

In the same results, MetrixLab highlighted the power of individual Windows Live products to boost key brand metrics.

Windows Live Spaces

- Lifted message association by 6 percentage points
- Raised advertising recall by 8 percentage points
- Positively shifted purchasing consideration by 2 percentage points

Windows Live Spaces and Windows Live Messenger combined

- Lifted message association by 7 percentage points

Windows Live Messenger and Windows Live Hotmail achieved good performance levels for brand notoriety and purchase intention.

Windows Live Hotmail

- Increased top of mind by 4 percentage points
- Raised purchasing intention by 2 percentage points

Windows Live Messenger

- Increased top of mind by 2 percentage points

"This research has demonstrated the value that Windows Live brings to our advertising campaigns. Crucially, we can demonstrate that online advertising is a fundamental part of our media planning."

ANA CASTRO, Consumer Contact Planning Manager, Coca-Cola Spain